

TRUCKSTOPS OF AMERICA STORE SURVEY

Called in to  
J. Piscitelli  
8-17-87

CHAIN I.D. #1370-00-00

70. Elmstead,  
Ohio

INCLUDES THE FOLLOWING STORES:

TRUCKSTOPS OF AMERICA - BORON STOP - SOHIO STOP

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IT IS IMPERATIVE THAT THE INFORMATION RECEIVED IS ACCURATE.  
IF YOU ARE UNSURE OF THE INFORMATION REQUESTED, PLEASE CALL  
THE CLEVELAND CHAIN OFFICE (JIM PISCITELLI) AT 216/779-1888  
PRIOR TO RETURNING THIS FORM.

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STORE NAME/NUMBER: Truck Stops of America #06

COMPLETE ADDRESS: 1-80 & Rt-94

CITY/STATE: Columbia - N.J.

SIS ACCOUNT #: \_\_\_\_\_ VARIED WEEKLY VOLUME  
(ALL BRANDS) \_\_\_\_\_

TOA PERSON CONTACTED/TITLE: Manny Garcia

CIGARETTE SUPPLIER: ?

\*\* LIST ALL LOCATIONS WHERE CIGARETTES ARE MERCHANDISED  
AND GENERAL TYPE OF MERCHANDISING ----

RESTAURANT: 4

GENERAL STORE: (1) V.M.

GAS/DIESEL AREA: (1) V.M.

HOTEL/MOTEL: \_\_\_\_\_

51849 9578

CURRENT PACKAGE MERCHANDISING

PLEASE CHECK/ANSWER/OR WRITE N/A WHERE APPROPRIATE:

- RJR MOD. OVERHEAD N/A WITH ONE MODULE N/A WITH TWO MODULES N/A

CEILING MOUNT N/A COUNTER MOUNT N/A

OPM II \_\_\_\_\_

OPM III \_\_\_\_\_

- COMPETITIVE OVERHEAD

N/A  
PHILIP MORRIS \_\_\_\_\_

OTHER TYPE OPM \_\_\_\_\_

LENGTH \_\_\_\_\_"

LENGTH \_\_\_\_\_"

# OF SLOTS \_\_\_\_\_

- OTHER PACKAGE FIXTURES N/A

RJR \_\_\_\_\_ SPECIFY \_\_\_\_\_ SIZE \_\_\_\_\_/# \_\_\_\_\_

COMP \_\_\_\_\_ SPECIFY \_\_\_\_\_ SIZE \_\_\_\_\_/# \_\_\_\_\_

OTHER \_\_\_\_\_ SPECIFY \_\_\_\_\_ SIZE \_\_\_\_\_/# \_\_\_\_\_

- HOW MANY BRANDS DOES THIS STORE CARRY 22

- OTHER COMMENTS none

- YOUR PACKAGE MERCHANDISING RECOMMENDATIONS \_\_\_\_\_

Should see over the  
counter in store area -

- OVER THE COUNTER PACKAGE PRICES: \$1.50 for 1.00

CURRENT CARTON MERCHANDISING

- N/A*
- RJR WOOD DARK WOODGRAIN

72 \_\_\_\_\_ S or D

96 \_\_\_\_\_ S or D

- RJR METAL FLEX

2.5' MOD \_\_\_\_\_

3' MOD \_\_\_\_\_

4' MOD \_\_\_\_\_

- RJR WOOD FLEX

2.5' MOD \_\_\_\_\_

3' MOD \_\_\_\_\_

4' MOD \_\_\_\_\_

- DRAW CARTON CONFIGURATION

*N/A*

- YOUR CARTON MERCHANDISING RECOMMENDATIONS \_\_\_\_\_

*By Park outlet*  
*No recommendations*

- RJR SHELF PLAN \_\_\_\_\_ TOTAL INDUSTRY ROWS \_\_\_\_\_

- CARTON PRICES: \_\_\_\_\_

51849 9580

DORAL/GENERIC MERCHANDISING

N/A

- RJR OLD STYLE MERCHANDISER

3 WIDE \_\_\_\_\_ 6 WIDE \_\_\_\_\_ PACKAGES \_\_\_\_\_

- RJR NEW STYLE MERCHANDISER

3 WIDE \_\_\_\_\_ 7 WIDE \_\_\_\_\_ PACKAGES \_\_\_\_\_

NUMBER OF SHELVES WITH CARTONS \_\_\_\_\_ SECURITY \_\_\_\_\_

- PM GENERIC MERCHANDISER

3 WIDE \_\_\_\_\_ 7 WIDE \_\_\_\_\_ PACKAGES \_\_\_\_\_

- OTHER GENERIC MERCHANDISERS

3 WIDE \_\_\_\_\_ 7 WIDE \_\_\_\_\_ PACKAGES \_\_\_\_\_

- CARTON PRICES: \_\_\_\_\_

- DRAW DORAL/GENERIC CURRENT P-O-G

- YOUR DORAL/GENERIC MERCHANDISING RECOMMENDATIONS \_\_\_\_\_

over the Counter C&D

51849 9581

PERMANENT PACKAGE DISPLAYS

*N/A*

RJR:

WIRE \_\_\_\_\_ PPD \_\_\_\_\_ # PACKS \_\_\_\_\_ PLAN \_\_\_\_\_

PM:

TYPE \_\_\_\_\_ # PACKS \_\_\_\_\_

B&W:

TYPE \_\_\_\_\_ # PACKS \_\_\_\_\_

P. LORILLARD:

TYPE \_\_\_\_\_ # PACKS \_\_\_\_\_

AMERICAN:

TYPE \_\_\_\_\_ # PACKS \_\_\_\_\_

DORAL: # TRAYS \_\_\_\_\_ SHARED \_\_\_\_\_ EXCLUSIVE \_\_\_\_\_

OTHER GENERIC: TYPE \_\_\_\_\_

- DRAW COUNTER CONFIGURATION WITH DISPLAYS INDICATED

- YOUR PCD RECOMMENDATIONS PCD - 4 Tray

51849 9582

VENDING

(ATTACH COMPLETED 4567B TRU-CHECK ROUTE CARD  
FOR EACH MACHINE)

- NUMBER OF VM's (2)
- WHERE LOCATED \_\_\_\_\_
- VEND PRICE: \$1.50 TOPPERS None REFURBISH PANELS None

POS/PDI

LIST ALL POS/PDI AND WHERE LOCATED (EXCEPT PAPER) - BE SPECIFIC

- CLOCKS None
- GROUND/POLE MOUNTS None
- CIGARETTE CENTER SIGNS None
- CALENDARS None
- OTHER None
- YOUR POS/PDI RECOMMENDATIONS Pole Mount -  
Overhead

51849 9583